

## Ashcroft National Poll

### CATI Fieldwork : 10th - 12th April 2015

Absolutes/col percents

Table 1

**Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote if there was another general election?**

**Base: All respondents**

	Gender		Age						Class				Region					NET: Eng- land		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land	
Unweighted base	1003	502	501	86	156	166	200	165	230	363	263	163	214	273	254	251	140	85	870	
Weighted base	1003	491	512	120	171	169	178	148	218	271	279	216	237	273	260	241	143	87	867	
Absolutely certain to vote	(10)	589 59%	281 57%	308 60%	44 37%	81 47%	97 57%	108 61%	97 66%	162 74%	185 68%	181 65%	124 57%	99 42%	157 57%	143 55%	142 59%	85 59%	62 71%	494 57%
	(9)	62 6%	41 8%	21 4%	5 4%	13 7%	5 3%	12 7%	11 7%	16 7%	18 7%	11 4%	18 8%	14 6%	17 6%	16 6%	11 8%	2 2%	59 7%	
	(8)	64 6%	33 7%	31 6%	13 11%	16 10%	12 7%	10 6%	5 3%	8 3%	19 7%	20 7%	11 5%	15 6%	17 6%	15 6%	19 8%	6 4%	7 9%	55 6%
	(7)	38 4%	17 3%	21 4%	7 6%	3 2%	9 5%	9 5%	6 4%	3 2%	8 3%	5 2%	14 6%	12 5%	12 4%	13 5%	8 3%	5 3%	- -	38 4%
	(6)	25 2%	12 2%	13 2%	8 7%	5 3%	2 1%	4 2%	3 2%	2 1%	5 2%	5 2%	5 2%	10 4%	9 3%	8 3%	4 2%	2 1%	2 2%	22 3%
	(5)	66 7%	28 6%	38 7%	13 11%	17 10%	13 7%	10 5%	8 5%	6 3%	9 3%	17 6%	12 6%	29 12%	24 9%	17 7%	10 4%	11 7%	5 6%	60 7%
	(4)	16 2%	9 2%	6 1%	5 4%	2 1%	3 2%	2 1%	2 1%	1 *	3 1%	3 1%	- -	10 4%	6 2%	5 2%	4 2%	1 *	1 1%	15 2%
	(3)	13 1%	8 2%	4 1%	1 1%	3 2%	2 1%	1 1%	2 1%	3 1%	1 *	6 2%	2 1%	4 2%	2 1%	4 1%	5 2%	1 1%	1 1%	11 1%
	(2)	17 2%	8 2%	9 2%	5 4%	6 4%	1 1%	- -	4 3%	1 1%	2 1%	5 2%	8 4%	2 1%	3 1%	4 1%	6 2%	4 3%	- -	16 2%
Definitely would not vote	(1)	108 11%	53 11%	56 11%	18 15%	21 12%	22 13%	21 12%	10 7%	16 7%	19 7%	25 9%	23 11%	41 17%	24 9%	36 14%	25 10%	17 12%	7 8%	92 11%
Refused		2 *	- -	2 *	1 1%	1 *	- -	- -	- -	- -	2 1%	- -	- -	- -	2 1%	- -	- -	- -	- -	2 *
Don't know		4 *	- -	4 1%	- -	1 1%	1 1%	- -	- -	1 1%	1 *	1 1%	- -	1 1%	1 *	- -	1 1%	1 1%	- -	4 *
Mean		7.97	7.96	7.97	6.73	7.38	7.76	8.12	8.39	8.85	8.68	8.22	7.95	6.86	8.04	7.66	8.02	7.91	8.59	7.92
Standard deviation		3.11	3.10	3.12	3.33	3.31	3.25	3.05	2.84	2.60	2.59	3.01	3.13	3.44	2.94	3.30	3.11	3.26	2.73	3.10
Standard error		0.10	0.14	0.14	0.36	0.27	0.25	0.22	0.22	0.17	0.14	0.19	0.25	0.24	0.18	0.21	0.20	0.28	0.30	0.11

## Ashcroft National Poll

### CATI Fieldwork : 10th - 12th April 2015

Absolutes/col percents

Table 1

**Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote if there was another general election?**

**Base: All respondents**

		Voting Intention					Swing	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Swing Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1003	238	232	55	95	186	339	229	192	122	483	233
Weighted base		1003	220	231	58	103	181	347	211	176	133	474	239
Absolutely certain to vote	(10)	589 59%	157 72%	160 69%	43 74%	60 58%	104 57%	180 52%	166 79%	139 79%	97 73%	353 74%	132 55%
	(9)	62 6%	15 7%	14 6%	5 8%	10 10%	8 5%	25 7%	12 6%	9 5%	17 13%	34 7%	20 8%
	(8)	64 6%	18 8%	17 7%	1 2%	6 5%	17 9%	34 10%	16 8%	14 8%	4 3%	26 5%	21 9%
	(7)	38 4%	8 4%	9 4%	1 1%	9 9%	10 5%	21 6%	7 3%	5 3%	6 5%	13 3%	15 6%
	(6)	25 2%	4 2%	12 5%	4 7%	2 2%	3 2%	15 4%	1 *	* *	1 1%	10 2%	12 5%
	(5)	66 7%	8 3%	16 7%	2 4%	11 10%	23 13%	38 11%	3 1%	5 3%	4 3%	26 5%	17 7%
	(4)	16 2%	1 1%	1 1%	1 1%	2 2%	5 3%	12 4%	1 *	- -	1 1%	3 1%	8 3%
	(3)	13 1%	3 1%	- -	1 2%	2 2%	4 2%	5 2%	- -	- -	- -	5 1%	4 2%
	(2)	17 2%	6 3%	2 1%	- -	1 1%	3 2%	12 4%	1 *	1 *	1 1%	5 1%	10 4%
Definitely would not vote	(1)	108 11%	- -	- -	- -	- -	- -	- -	3 2%	4 2%	1 1%	- -	- -
Refused		2 *	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -
Don't know		4 *	- -	- -	- -	- -	4 2%	- 1%	- -	- -	- -	- -	- -
Mean		7.97	9.08	9.01	9.12	8.54	8.43	8.21	9.40	9.36	9.30	9.19	8.35
Standard deviation		3.11	1.90	1.77	1.80	2.16	2.26	2.38	1.55	1.67	1.62	1.73	2.34
Standard error		0.10	0.12	0.12	0.24	0.22	0.17	0.13	0.10	0.12	0.15	0.08	0.15

## Ashcroft National Poll

### CATI Fieldwork : 10th - 12th April 2015

Absolutes/col percents

Table 2

**Q.2 If there was a general election tomorrow, which party would you vote for?**

**Base: All respondents**

	Gender			Age						Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1003	502	501	86	156	166	200	165	230	363	263	163	214	273	254	251	140	85	870
Weighted base	1003	491	512	120	171	169	178	148	218	271	279	216	237	273	260	241	143	87	867
Conservative	220 22%	106 22%	114 22%	14 11%	29 17%	29 17%	36 20%	37 25%	75 34%	73 27%	64 23%	48 22%	36 15%	65 24%	71 27%	45 19%	31 22%	8 9%	202 23%
Labour	231 23%	99 20%	133 26%	31 26%	43 25%	44 26%	31 17%	44 30%	39 18%	70 26%	52 19%	48 22%	62 26%	66 24%	61 24%	69 29%	25 17%	10 11%	218 25%
Liberal Democrat	58 6%	35 7%	23 4%	10 9%	9 5%	8 5%	8 4%	5 3%	18 8%	24 9%	20 7%	4 2%	10 4%	26 9%	10 4%	10 4%	9 7%	3 4%	52 6%
SNP	32 3%	15 3%	17 3%	5 4%	4 2%	7 4%	9 5%	4 3%	3 1%	6 2%	8 3%	13 6%	5 2%	-	-	-	-	32 37%	-
Plaid Cymru	12 1%	7 1%	5 1%	1 1%	-	3 2%	2 1%	3 2%	3 1%	3 1%	2 1%	5 2%	2 1%	-	-	-	12 8%	-	-
The UK Independence Party	103 10%	61 12%	42 8%	12 10%	11 6%	19 11%	22 12%	14 10%	26 12%	13 5%	28 10%	32 15%	29 12%	24 9%	37 14%	27 11%	12 9%	4 4%	94 11%
The Green Party	42 4%	25 5%	17 3%	10 9%	16 9%	2 1%	8 4%	5 3%	1 *	12 5%	13 5%	8 4%	9 4%	14 5%	2 1%	10 4%	11 8%	5 6%	36 4%
The British National Party	1 *	-	1 *	1 1%	-	-	-	-	-	1 *	-	-	-	-	-	-	-	1 1%	-
Another party	15 1%	12 3%	2 *	1 1%	5 3%	4 3%	2 1%	* *	1 1%	3 1%	8 3%	1 1%	3 1%	3 1%	1 1%	4 2%	5 3%	2 2%	12 1%
Would not vote	108 11%	53 11%	56 11%	18 15%	21 12%	22 13%	21 12%	10 7%	16 7%	19 7%	25 9%	23 11%	41 17%	24 9%	36 14%	25 10%	17 12%	7 8%	92 11%
Refused	74 7%	38 8%	35 7%	2 2%	8 5%	14 8%	17 10%	12 8%	20 9%	21 8%	23 8%	14 6%	16 7%	20 7%	20 8%	18 8%	7 5%	9 10%	63 7%
Don't know	108 11%	40 8%	67 13%	14 12%	24 14%	16 10%	23 13%	14 9%	17 8%	28 10%	36 13%	20 9%	23 10%	32 12%	22 8%	33 14%	14 10%	7 8%	100 11%

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 2

**Q.2 If there was a general election tomorrow, which party would you vote for?****Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1003	238	232	55	95	186	339	229	192	122	483	233
Weighted base	1003	220	231	58	103	181	347	211	176	133	474	239
Conservative	220 22%	220 100%	-	-	-	-	68 20%	143 68%	4 2%	13 10%	152 32%	68 29%
Labour	231 23%	-	231 100%	-	-	-	68 20%	7 4%	116 66%	35 26%	163 34%	68 29%
Liberal Democrat	58 6%	-	-	58 100%	-	-	23 7%	4 2%	2 1%	38 29%	34 7%	23 10%
SNP	32 3%	-	-	-	-	-	9 3%	1 1%	6 3%	1 1%	22 5%	9 4%
Plaid Cymru	12 1%	-	-	-	-	-	5 2%	1 1%	2 1%	1 1%	6 1%	5 2%
The UK Independence Party	103 10%	-	-	-	103 100%	-	32 9%	24 11%	17 10%	14 10%	71 15%	32 13%
The Green Party	42 4%	-	-	-	-	-	24 7%	1 1%	6 3%	11 9%	18 4%	24 10%
The British National Party	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Another party	15 1%	-	-	-	-	-	8 2%	2 1%	1 1%	2 2%	6 1%	8 4%
Would not vote	108 11%	-	-	-	-	-	-	3 2%	4 2%	1 1%	-	-
Refused	74 7%	-	-	-	-	74 41%	-	7 3%	6 3%	3 2%	-	-
Don't know	108 11%	-	-	-	-	108 59%	108 31%	16 8%	13 7%	14 10%	-	-

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 3

**Q.1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.**

**How likely are you, personally, to vote at the next election?**

**Q.2 If there were a general election tomorrow, which party would you vote for?**

**THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Unweighted base	544	280	264	40	76	83	105	96	144	218	142	91	93	151	131	135	76	51	465
Weighted base	533	267	265	52	80	83	95	85	138	165	150	119	98	147	131	126	78	52	451
Conservative	171	82	88	10	21	22	29	27	61	58	51	38	23	50	53	39	22	7	155
	32%	31%	33%	19%	26%	26%	31%	32%	45%	35%	34%	32%	24%	34%	41%	31%	28%	13%	34%
Labour	175	74	101	20	30	31	27	35	32	56	44	35	40	48	45	53	20	8	163
	33%	28%	38%	38%	38%	37%	28%	41%	23%	34%	29%	29%	40%	33%	34%	42%	26%	16%	36%
Liberal Democrat	45	27	17	8	5	6	5	4	16	19	15	4	7	20	6	8	7	3	39
	8%	10%	6%	14%	7%	8%	5%	5%	12%	12%	10%	3%	7%	14%	5%	6%	9%	6%	9%
SNP	23	12	12	4	3	4	8	2	2	5	7	9	3	-	-	-	-	23	-
	4%	4%	4%	7%	4%	5%	8%	2%	2%	3%	4%	7%	3%	-	-	-	-	45%	-
Plaid Cymru	9	5	3	*	-	3	1	2	2	3	1	4	2	-	-	-	9	-	-
	2%	2%	1%	*	-	4%	2%	3%	1%	2%	1%	3%	2%	-	-	-	11%	-	-
The UK Independence Party	71	44	28	5	6	11	16	10	23	10	20	24	17	18	23	19	8	3	63
	13%	16%	10%	9%	8%	14%	17%	12%	16%	6%	14%	20%	17%	12%	18%	15%	11%	7%	14%
The Green Party	31	18	14	5	13	2	6	4	1	10	10	6	5	9	2	6	9	5	25
	6%	7%	5%	10%	17%	2%	6%	4%	*	6%	6%	5%	5%	6%	2%	5%	11%	9%	6%
The British National Party	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-
	*	-	*	1%	-	-	-	-	-	*	-	-	-	-	-	-	-	1%	-
Another party	8	6	2	*	1	3	2	*	1	2	3	*	2	2	1	1	3	1	5
	1%	2%	1%	*	1%	4%	2%	*	1%	1%	2%	*	2%	1%	1%	1%	4%	3%	1%

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 3

**Q.1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.**

**How likely are you, personally, to vote at the next election?**

**Q.2 If there were a general election tomorrow, which party would you vote for?**

**THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	544	186	179	42	67	-	159	169	141	87	385	159
Weighted base	533	171	175	45	71	-	160	155	131	95	372	160
Conservative	171	171	-	-	-	-	47	122	3	10	124	47
	32%	100%	-	-	-	-	29%	79%	2%	10%	33%	29%
Labour	175	-	175	-	-	-	46	6	99	30	129	46
	33%	-	100%	-	-	-	29%	4%	75%	31%	35%	29%
Liberal Democrat	45	-	-	45	-	-	16	4	2	33	29	16
	8%	-	-	100%	-	-	10%	3%	1%	34%	8%	10%
SNP	23	-	-	-	-	-	6	1	5	1	17	6
	4%	-	-	-	-	-	4%	1%	4%	1%	5%	4%
Plaid Cymru	9	-	-	-	-	-	4	1	2	1	5	4
	2%	-	-	-	-	-	2%	1%	2%	1%	1%	2%
The UK Independence Party	71	-	-	-	71	-	22	19	14	10	49	22
	13%	-	-	-	100%	-	14%	12%	11%	11%	13%	14%
The Green Party	31	-	-	-	-	-	16	1	5	10	15	16
	6%	-	-	-	-	-	10%	*	4%	10%	4%	10%
The British National Party	1	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	*	-
Another party	8	-	-	-	-	-	4	1	1	1	4	4
	1%	-	-	-	-	-	2%	1%	1%	1%	1%	2%

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	33%
Labour	33%
Liberal Democrat/ Liberal	9%
Scottish National Party/SNP	4%
Plaid Cymru	2%
The UK Independence Party	13%
The Green Party	6%
Other	2%

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 5

**Q4. The next general election will take place on May 7th 2015. When the general election comes, will you definitely vote ... or might you end up voting differently when the time comes?**

**Base: All naming a party they would vote for tomorrow**

	Gender			Age						Class				Region					NET: Eng-land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	716	369	347	62	108	116	131	126	173	272	183	120	141	200	180	173	101	62	619
Weighted base	713	359	354	85	118	116	117	112	165	204	194	159	156	198	183	165	104	64	613
Will definitely vote that way	474 67%	249 69%	226 64%	40 47%	66 56%	66 57%	87 75%	88 79%	128 77%	130 64%	131 67%	102 64%	112 71%	124 63%	127 69%	123 75%	58 56%	42 66%	410 67%
Might end up voting differently	239 33%	111 31%	128 36%	45 53%	52 44%	50 43%	30 25%	24 21%	38 23%	74 36%	63 33%	57 36%	45 29%	74 37%	56 31%	41 25%	46 44%	22 34%	203 33%



**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 5

**Q4. The next general election will take place on May 7th 2015. When the general election comes, will you definitely vote ... or might you end up voting differently when the time comes?**

**Base: All naming a party they would vote for tomorrow**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	716	238	232	55	95	-	233	201	167	105	483	233
Weighted base	713	220	231	58	103	-	239	185	154	115	474	239
Will definitely vote that way	474	152	163	34	71	-	-	134	116	78	474	-
	67%	69%	71%	59%	69%	-	-	72%	75%	67%	100%	-
Might end up voting differently	239	68	68	23	32	-	239	51	38	38	-	239
	33%	31%	29%	41%	31%	-	100%	28%	25%	33%	-	100%

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 6

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-Summary**

**Base: All respondents**

	Q5. Summary									
	David Cameron, the Prime Minister	Ed Miliband, the Labour leader	Nick Clegg, the Liberal Democrat leader	The Conservative Party	The Labour Party	The Liberal Democrats	The UK Independence Party (UKIP)	Nigel Farage, the UKIP leader	George Osborne, the Chancellor	Ed Balls, the Shadow Chancellor
Unweighted base	1003	1003	1003	1003	1003	1003	1003	1003	1003	1003
Weighted base	1003	1003	1003	1003	1003	1003	1003	1003	1003	1003
NET: Any positive	416 41%	357 36%	264 26%	385 38%	388 39%	279 28%	269 27%	264 26%	319 32%	246 25%
75 to 100	146 15%	78 8%	32 3%	132 13%	111 11%	37 4%	83 8%	94 9%	105 10%	50 5%
50 to 74	147 15%	119 12%	87 9%	134 13%	124 12%	84 8%	68 7%	70 7%	93 9%	76 8%
25 to 49	51 5%	71 7%	56 6%	56 6%	76 8%	74 7%	43 4%	35 4%	48 5%	38 4%
1 to 24	72 7%	90 9%	88 9%	63 6%	78 8%	84 8%	76 8%	64 6%	74 7%	82 8%
Neutral	268 27%	287 29%	360 36%	289 29%	303 30%	362 36%	268 27%	269 27%	372 37%	411 41%
-1 to -24	37 4%	52 5%	50 5%	34 3%	33 3%	49 5%	21 2%	28 3%	32 3%	60 6%
-25 to -49	16 2%	23 2%	27 3%	19 2%	24 2%	19 2%	11 1%	13 1%	19 2%	17 2%
-50 to -74	74 7%	76 8%	79 8%	57 6%	64 6%	83 8%	78 8%	64 6%	58 6%	63 6%
-75 to -100	192 19%	208 21%	224 22%	219 22%	191 19%	210 21%	355 35%	364 36%	202 20%	206 21%
NET: Any negative	319 32%	359 36%	379 38%	329 33%	313 31%	362 36%	466 46%	469 47%	311 31%	347 35%
Mean	0.01	-8.76	-16.83	-3.73	-2.84	-14.63	-25.99	-25.49	-6.64	-13.92
Standard deviation	62.06	57.74	51.98	62.23	58.54	51.98	63.15	64.48	57.47	52.15
Standard error	1.96	1.82	1.64	1.96	1.85	1.64	1.99	2.04	1.81	1.65

## Ashcroft National Poll

### CATI Fieldwork : 10th - 12th April 2015

Absolutes/col percents

Table 7

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-David Cameron, the Prime Minister**

**Base: All respondents**

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Unweighted base	1003	502	501	86	156	166	200	165	230	363	263	163	214	273	254	251	140	85	870
Weighted base	1003	491	512	120	171	169	178	148	218	271	279	216	237	273	260	241	143	87	867
NET: Any positive	416 41%	206 42%	210 41%	39 32%	65 38%	50 30%	72 40%	63 42%	128 59%	136 50%	110 40%	75 35%	95 40%	125 46%	113 44%	91 38%	61 43%	26 31%	369 43%
75 to 100	146 15%	60 12%	86 17%	10 9%	12 7%	13 8%	25 14%	19 13%	66 31%	42 16%	35 13%	33 15%	35 15%	37 14%	45 18%	33 14%	22 16%	8 10%	128 15%
50 to 74	147 15%	80 16%	67 13%	11 9%	30 18%	22 13%	25 14%	23 16%	36 17%	54 20%	40 14%	20 9%	33 14%	49 18%	40 16%	26 11%	23 16%	8 9%	133 15%
25 to 49	51 5%	25 5%	26 5%	7 6%	9 5%	5 3%	10 6%	9 6%	11 5%	18 7%	14 5%	11 5%	8 3%	17 6%	12 5%	11 5%	5 4%	6 7%	43 5%
1 to 24	72 7%	40 8%	31 6%	10 9%	14 8%	11 6%	12 6%	11 8%	14 6%	22 8%	21 7%	11 5%	18 8%	21 8%	15 6%	21 9%	10 7%	4 5%	66 8%
Neutral	268 27%	117 24%	151 29%	43 36%	47 28%	57 34%	55 31%	34 23%	32 15%	55 20%	76 27%	72 33%	65 28%	68 25%	69 27%	70 29%	36 25%	24 27%	233 27%
-1 to -24	37 4%	21 4%	16 3%	6 5%	10 6%	9 6%	2 1%	5 3%	5 2%	9 3%	12 4%	10 5%	6 2%	12 4%	6 2%	10 4%	5 4%	4 4%	33 4%
-25 to -49	16 2%	13 3%	4 1%	2 2%	2 1%	4 2%	3 2%	2 1%	4 2%	4 1%	3 1%	6 3%	4 2%	2 1%	7 3%	3 1%	2 1%	3 3%	13 2%
-50 to -74	74 7%	43 9%	31 6%	16 13%	12 7%	10 6%	13 7%	13 8%	11 5%	19 7%	28 10%	17 8%	9 4%	19 7%	19 7%	15 6%	14 10%	7 8%	60 7%
-75 to -100	192 19%	92 19%	101 20%	14 12%	35 20%	38 23%	34 19%	32 22%	38 18%	48 18%	49 18%	36 17%	58 25%	47 17%	45 17%	51 21%	25 18%	23 27%	159 18%
NET: Any negative	319 32%	168 34%	151 30%	38 32%	59 34%	62 37%	52 29%	51 35%	58 26%	80 30%	93 33%	70 32%	77 32%	80 29%	77 30%	80 33%	46 32%	36 42%	265 31%
Mean	0.01	-1.80	1.74	-4.70	-5.71	-11.61	-0.83	-3.62	19.22	5.75	-2.46	-0.93	-2.80	3.65	4.63	-4.74	1.89	-15.25	1.49
Standard deviation	62.06	60.88	63.18	51.44	58.34	58.24	61.46	63.32	68.82	61.89	59.75	60.49	66.18	60.48	62.66	61.74	62.99	62.67	61.49
Standard error	1.96	2.72	2.82	5.55	4.67	4.52	4.35	4.93	4.54	3.25	3.68	4.74	4.52	3.66	3.93	3.90	5.32	6.80	2.08

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 7

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-David Cameron, the Prime Minister**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1003	238	232	55	95	186	339	229	192	122	483	233
Weighted base	1003	220	231	58	103	181	347	211	176	133	474	239
NET: Any positive	416 41%	192 87%	48 21%	35 61%	35 34%	66 36%	154 44%	166 79%	48 27%	55 41%	228 48%	109 46%
75 to 100	146 15%	106 48%	4 2%	9 15%	6 6%	14 8%	26 7%	84 40%	6 3%	13 10%	109 23%	17 7%
50 to 74	147 15%	68 31%	16 7%	10 17%	11 11%	30 17%	66 19%	60 28%	17 10%	19 14%	68 14%	48 20%
25 to 49	51 5%	7 3%	7 3%	10 18%	8 8%	8 4%	26 7%	9 4%	10 5%	14 10%	23 5%	19 8%
1 to 24	72 7%	11 5%	22 9%	7 12%	10 9%	14 8%	36 11%	13 6%	16 9%	9 7%	28 6%	25 10%
Neutral	268 27%	18 8%	46 20%	13 23%	31 30%	84 46%	95 27%	27 13%	36 21%	22 17%	78 16%	52 22%
-1 to -24	37 4%	5 2%	16 7%	1 1%	9 8%	2 1%	14 4%	4 2%	8 5%	6 5%	22 5%	13 5%
-25 to -49	16 2%	- -	10 4%	2 3%	2 1%	1 1%	5 2%	1 1%	5 3%	8 6%	10 2%	5 2%
-50 to -74	74 7%	4 2%	25 11%	4 7%	7 6%	8 4%	27 8%	2 1%	18 10%	20 15%	39 8%	22 9%
-75 to -100	192 19%	1 *	86 37%	2 4%	20 19%	21 11%	51 15%	11 5%	61 35%	21 16%	99 21%	38 16%
NET: Any negative	319 32%	9 4%	137 59%	9 16%	36 35%	32 17%	98 28%	18 9%	92 52%	56 42%	169 36%	78 33%
Mean	0.01	61.29	-37.75	22.67	-9.25	4.40	0.87	48.23	-30.90	-5.90	5.07	-0.76
Standard deviation	62.06	36.84	54.49	45.36	54.25	49.37	54.56	50.09	58.14	58.68	68.75	56.22
Standard error	1.96	2.39	3.58	6.12	5.57	3.62	2.96	3.31	4.20	5.31	3.13	3.68

## Ashcroft National Poll

### CATI Fieldwork : 10th - 12th April 2015

Absolutes/col percents

Table 8

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-Ed Miliband, the Labour leader**

**Base: All respondents**

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1003	502	501	86	156	166	200	165	230	363	263	163	214	273	254	251	140	85	870
Weighted base	1003	491	512	120	171	169	178	148	218	271	279	216	237	273	260	241	143	87	867
NET: Any positive	357 36%	173 35%	184 36%	43 36%	70 41%	52 31%	57 32%	58 40%	78 36%	115 43%	98 35%	63 29%	81 34%	102 37%	85 33%	89 37%	51 36%	31 35%	314 36%
75 to 100	78 8%	32 7%	45 9%	8 6%	10 6%	10 6%	8 4%	12 8%	31 14%	14 5%	16 6%	19 9%	27 12%	25 9%	17 7%	19 8%	7 5%	9 11%	67 8%
50 to 74	119 12%	51 10%	67 13%	9 7%	21 12%	21 12%	23 13%	25 17%	20 9%	40 15%	31 11%	21 10%	27 11%	32 12%	33 13%	27 11%	16 11%	11 13%	104 12%
25 to 49	71 7%	40 8%	31 6%	9 7%	17 10%	7 4%	14 8%	11 8%	14 6%	30 11%	23 8%	11 5%	8 3%	22 8%	17 7%	17 7%	13 9%	2 2%	68 8%
1 to 24	90 9%	49 10%	40 8%	18 15%	23 13%	14 8%	13 7%	10 7%	13 6%	31 12%	28 10%	12 5%	18 8%	22 8%	17 7%	25 11%	16 11%	8 10%	76 9%
Neutral	287 29%	121 25%	166 32%	49 41%	58 34%	56 33%	54 30%	31 21%	39 18%	60 22%	79 28%	71 33%	77 32%	73 27%	81 31%	74 31%	36 25%	23 27%	251 29%
-1 to -24	52 5%	32 7%	20 4%	4 3%	4 2%	9 5%	14 8%	6 4%	15 7%	17 6%	13 5%	11 5%	11 5%	16 6%	9 4%	15 6%	7 5%	5 6%	44 5%
-25 to -49	23 2%	13 3%	10 2%	1 1%	4 2%	8 5%	1 *	4 3%	4 2%	9 3%	5 2%	6 3%	3 1%	5 2%	1 1%	2 1%	8 6%	6 6%	13 2%
-50 to -74	76 8%	48 10%	28 5%	8 6%	18 10%	14 8%	11 6%	13 8%	14 6%	20 8%	27 10%	20 9%	8 4%	23 9%	16 6%	15 6%	17 12%	5 6%	64 7%
-75 to -100	208 21%	104 21%	104 20%	15 12%	18 10%	31 18%	42 24%	35 24%	67 31%	50 19%	56 20%	45 21%	57 24%	54 20%	67 26%	46 19%	24 17%	18 20%	181 21%
NET: Any negative	359 36%	197 40%	162 32%	28 23%	43 25%	61 36%	68 38%	58 39%	101 46%	96 35%	102 36%	82 38%	79 33%	98 36%	94 36%	78 33%	56 39%	33 38%	302 35%
Mean	-8.76	-11.82	-5.83	-2.08	-0.26	-9.60	-13.36	-8.81	-14.65	-6.44	-10.42	-11.05	-7.36	-6.98	-13.17	-5.84	-10.07	-7.10	-8.17
Standard deviation	57.74	56.72	58.60	48.79	48.30	54.21	57.02	61.37	68.28	54.87	56.01	58.11	62.64	58.65	59.89	56.57	53.09	59.30	57.89
Standard error	1.82	2.53	2.62	5.26	3.87	4.21	4.03	4.78	4.50	2.88	3.45	4.55	4.28	3.55	3.76	3.57	4.49	6.43	1.96

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 8

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-Ed Miliband, the Labour leader**

**Base: All respondents**

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1003	238	232	55	95	186	339	229	192	122	483	233
Weighted base	1003	220	231	58	103	181	347	211	176	133	474	239
NET: Any positive	357 36%	41 18%	174 75%	25 43%	24 23%	45 25%	130 38%	45 21%	117 67%	73 55%	206 43%	99 42%
75 to 100	78 8%	3 2%	57 25%	1 1%	4 4%	5 3%	18 5%	4 2%	42 24%	9 7%	55 12%	15 6%
50 to 74	119 12%	10 4%	65 28%	6 11%	5 5%	18 10%	35 10%	15 7%	42 24%	23 17%	72 15%	27 11%
25 to 49	71 7%	12 5%	24 11%	8 14%	8 8%	9 5%	32 9%	8 4%	21 12%	19 14%	37 8%	25 11%
1 to 24	90 9%	16 7%	28 12%	10 17%	7 7%	12 7%	44 13%	18 9%	13 8%	23 17%	43 9%	32 13%
Neutral	287 29%	40 18%	45 19%	12 21%	29 28%	86 47%	109 32%	32 15%	33 19%	22 17%	81 17%	63 26%
-1 to -24	52 5%	17 8%	3 1%	8 14%	7 6%	7 4%	15 4%	14 7%	7 4%	9 7%	33 7%	10 4%
-25 to -49	23 2%	8 4%	1 *	2 4%	2 2%	1 *	14 4%	5 2%	1 1%	4 3%	5 1%	14 6%
-50 to -74	76 8%	29 13%	5 2%	4 7%	7 7%	13 7%	25 7%	26 12%	4 2%	12 9%	38 8%	18 8%
-75 to -100	208 21%	85 39%	3 1%	7 12%	34 33%	30 17%	52 15%	88 42%	14 8%	11 9%	111 23%	35 14%
NET: Any negative	359 36%	139 63%	12 5%	21 36%	50 48%	51 28%	107 31%	133 63%	26 15%	38 28%	187 39%	77 32%
Mean	-8.76	-40.48	41.10	-4.68	-29.29	-10.65	-5.75	-40.94	30.74	6.64	-5.44	-3.88
Standard deviation	57.74	53.67	42.21	45.21	56.37	48.14	50.88	56.34	53.43	48.75	64.01	52.04
Standard error	1.82	3.48	2.77	6.10	5.78	3.53	2.76	3.72	3.86	4.41	2.91	3.41

## Ashcroft National Poll

### CATI Fieldwork : 10th - 12th April 2015

Absolutes/col percents

Table 9

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-Nick Clegg, the Liberal Democrat leader**

**Base: All respondents**

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1003	502	501	86	156	166	200	165	230	363	263	163	214	273	254	251	140	85	870
Weighted base	1003	491	512	120	171	169	178	148	218	271	279	216	237	273	260	241	143	87	867
NET: Any positive	264 26%	129 26%	134 26%	24 20%	36 21%	46 27%	46 26%	43 29%	68 31%	90 33%	73 26%	49 23%	52 22%	87 32%	61 23%	52 21%	46 32%	19 22%	228 26%
75 to 100	32 3%	12 2%	20 4%	5 4%	5 3%	3 2%	5 3%	2 1%	12 5%	11 4%	8 3%	2 1%	10 4%	10 4%	7 3%	6 3%	4 3%	5 6%	27 3%
50 to 74	87 9%	45 9%	43 8%	4 3%	12 7%	17 10%	14 8%	16 11%	23 11%	30 11%	19 7%	20 9%	18 8%	35 13%	23 9%	10 4%	15 11%	5 5%	76 9%
25 to 49	56 6%	26 5%	30 6%	4 3%	8 5%	6 4%	15 9%	10 7%	12 6%	23 9%	15 5%	12 6%	6 3%	19 7%	13 5%	12 5%	7 5%	5 6%	51 6%
1 to 24	88 9%	46 9%	42 8%	11 9%	11 7%	19 11%	12 6%	15 10%	21 9%	25 9%	30 11%	14 7%	18 8%	23 8%	18 7%	23 10%	19 14%	4 5%	74 9%
Neutral	360 36%	158 32%	202 39%	54 46%	77 45%	70 42%	66 37%	44 30%	49 22%	88 32%	100 36%	82 38%	90 38%	91 33%	91 35%	93 39%	56 40%	29 34%	314 36%
-1 to -24	50 5%	27 6%	22 4%	9 7%	10 6%	6 4%	9 5%	5 3%	11 5%	17 6%	13 5%	7 3%	13 5%	17 6%	12 5%	10 4%	5 3%	6 7%	44 5%
-25 to -49	27 3%	17 4%	10 2%	2 1%	3 2%	9 5%	5 3%	4 3%	4 2%	7 3%	8 3%	9 4%	4 2%	5 2%	8 3%	6 2%	5 3%	2 3%	22 3%
-50 to -74	79 8%	43 9%	36 7%	12 10%	17 10%	7 4%	10 6%	14 9%	19 9%	19 7%	29 11%	16 8%	14 6%	14 5%	24 9%	20 8%	13 9%	9 10%	66 8%
-75 to -100	224 22%	116 24%	108 21%	18 15%	28 16%	30 18%	41 23%	39 26%	67 31%	51 19%	57 20%	53 24%	63 27%	60 22%	63 24%	61 25%	18 13%	21 25%	192 22%
NET: Any negative	379 38%	203 41%	176 34%	41 34%	58 34%	52 31%	66 37%	62 42%	101 46%	94 35%	107 38%	84 39%	95 40%	96 35%	108 42%	96 40%	41 29%	38 44%	324 37%
Mean	-16.83	-19.33	-14.44	-14.10	-13.37	-12.10	-16.77	-20.23	-22.44	-9.44	-17.51	-20.92	-20.75	-12.02	-20.72	-23.15	-6.26	-20.19	-16.57
Standard deviation	51.98	52.12	51.78	46.58	47.37	46.99	51.51	53.42	60.52	51.38	50.02	51.35	54.85	53.35	52.89	51.13	45.17	54.69	51.97
Standard error	1.64	2.33	2.31	5.02	3.79	3.65	3.64	4.16	3.99	2.70	3.08	4.02	3.75	3.23	3.32	3.23	3.82	5.93	1.76

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 9

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-Nick Clegg, the Liberal Democrat leader**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1003	238	232	55	95	186	339	229	192	122	483	233
Weighted base	1003	220	231	58	103	181	347	211	176	133	474	239
NET: Any positive	264	72	55	41	23	37	102	65	48	58	144	76
	26%	33%	24%	72%	22%	20%	29%	31%	27%	44%	30%	32%
75 to 100	32	4	4	13	2	4	10	6	2	10	18	8
	3%	2%	2%	23%	2%	2%	3%	3%	1%	7%	4%	3%
50 to 74	87	23	14	18	5	10	31	19	14	24	49	26
	9%	11%	6%	31%	5%	6%	9%	9%	8%	18%	10%	11%
25 to 49	56	18	17	4	7	8	20	18	16	11	35	14
	6%	8%	7%	7%	7%	4%	6%	8%	9%	8%	7%	6%
1 to 24	88	26	20	6	9	15	40	22	16	13	43	28
	9%	12%	9%	11%	9%	8%	12%	10%	9%	10%	9%	12%
Neutral	360	58	84	12	32	88	126	61	50	24	133	77
	36%	26%	36%	22%	31%	49%	36%	29%	29%	18%	28%	32%
-1 to -24	50	11	12	-	5	8	25	10	11	10	22	18
	5%	5%	5%	-	4%	5%	7%	5%	6%	7%	5%	8%
-25 to -49	27	7	6	1	6	2	13	9	6	3	12	11
	3%	3%	3%	1%	6%	1%	4%	4%	4%	2%	3%	5%
-50 to -74	79	24	21	1	7	14	28	18	13	19	41	20
	8%	11%	9%	2%	7%	8%	8%	8%	7%	14%	9%	8%
-75 to -100	224	47	54	2	31	31	53	48	47	19	121	37
	22%	21%	23%	4%	30%	17%	15%	23%	27%	15%	26%	16%
NET: Any negative	379	90	93	4	48	56	119	85	78	51	197	87
	38%	41%	40%	7%	47%	31%	34%	40%	44%	38%	41%	36%
Mean	-16.83	-17.30	-20.69	37.43	-27.05	-13.78	-10.57	-17.03	-21.78	-2.14	-18.05	-10.43
Standard deviation	51.98	51.83	49.97	44.36	52.40	46.32	46.92	52.97	52.14	55.42	55.59	48.28
Standard error	1.64	3.36	3.28	5.98	5.38	3.40	2.55	3.50	3.76	5.02	2.53	3.16



## Ashcroft National Poll

### CATI Fieldwork : 10th - 12th April 2015

Absolutes/col percents

Table 10

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-The Conservative Party**

**Base: All respondents**

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Unweighted base	1003	502	501	86	156	166	200	165	230	363	263	163	214	273	254	251	140	85	870
Weighted base	1003	491	512	120	171	169	178	148	218	271	279	216	237	273	260	241	143	87	867
NET: Any positive	385 38%	198 40%	187 37%	36 30%	52 30%	44 26%	69 38%	61 42%	123 56%	119 44%	108 39%	68 31%	90 38%	118 43%	103 40%	83 34%	60 42%	21 24%	345 40%
75 to 100	132 13%	62 13%	70 14%	7 6%	8 5%	13 8%	25 14%	18 12%	61 28%	40 15%	32 12%	26 12%	34 14%	36 13%	39 15%	31 13%	20 14%	6 7%	118 14%
50 to 74	134 13%	71 14%	63 12%	8 6%	28 16%	20 12%	22 13%	21 14%	35 16%	48 18%	42 15%	22 10%	22 9%	46 17%	41 16%	18 7%	20 14%	9 10%	118 14%
25 to 49	56 6%	32 7%	24 5%	11 9%	9 5%	5 3%	7 4%	13 9%	12 5%	16 6%	13 5%	9 4%	18 7%	19 7%	11 4%	15 6%	11 8%	- -	53 6%
1 to 24	63 6%	33 7%	30 6%	11 9%	7 4%	7 4%	15 8%	10 7%	15 7%	15 6%	21 7%	10 5%	17 7%	18 6%	12 5%	18 8%	10 7%	6 7%	55 6%
Neutral	289 29%	118 24%	171 33%	49 41%	61 36%	61 36%	54 30%	34 23%	31 14%	59 22%	76 27%	84 39%	71 30%	73 27%	78 30%	77 32%	40 28%	22 25%	253 29%
-1 to -24	34 3%	18 4%	16 3%	7 5%	4 2%	10 6%	3 2%	4 3%	6 3%	9 3%	12 4%	6 3%	6 2%	8 3%	9 4%	8 3%	6 4%	3 4%	29 3%
-25 to -49	19 2%	12 2%	7 1%	1 1%	10 6%	5 3%	3 2%	* *	* *	6 2%	4 1%	9 4%	1 *	10 4%	4 2%	3 1%	- -	2 3%	17 2%
-50 to -74	57 6%	31 6%	26 5%	5 4%	12 7%	10 6%	7 4%	13 9%	10 5%	13 5%	20 7%	11 5%	13 5%	16 6%	11 4%	17 7%	7 5%	5 6%	48 5%
-75 to -100	219 22%	114 23%	105 20%	23 19%	32 19%	39 23%	42 24%	35 24%	47 22%	65 24%	60 21%	38 18%	56 24%	49 18%	54 21%	53 22%	30 21%	33 38%	176 20%
NET: Any negative	329 33%	175 36%	154 30%	35 29%	58 34%	63 38%	55 31%	53 36%	64 29%	93 34%	96 34%	64 30%	75 32%	82 30%	79 30%	81 34%	43 30%	44 50%	270 31%
Mean	-3.73	-4.69	-2.81	-9.95	-8.65	-12.03	-4.75	-6.95	13.01	-1.54	-5.76	-3.01	-4.50	2.11	0.02	-7.41	-0.22	-28.96	-1.40
Standard deviation	62.23	63.26	61.27	51.30	53.78	58.49	62.81	64.22	71.72	65.22	60.87	57.60	64.63	60.57	62.77	61.64	61.90	62.55	61.58
Standard error	1.96	2.82	2.74	5.53	4.31	4.54	4.44	5.00	4.73	3.42	3.75	4.51	4.42	3.67	3.94	3.89	5.23	6.78	2.09

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 10

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-The Conservative Party**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1003	238	232	55	95	186	339	229	192	122	483	233
Weighted base	1003	220	231	58	103	181	347	211	176	133	474	239
NET: Any positive	385 38%	193 88%	30 13%	32 56%	38 37%	55 30%	135 39%	173 82%	33 19%	49 37%	220 46%	98 41%
75 to 100	132 13%	101 46%	4 2%	5 9%	7 7%	10 6%	20 6%	82 39%	2 1%	10 8%	103 22%	15 6%
50 to 74	134 13%	61 28%	8 3%	13 22%	11 11%	22 12%	51 15%	61 29%	10 6%	19 14%	68 14%	38 16%
25 to 49	56 6%	16 7%	5 2%	9 15%	10 10%	10 5%	30 9%	17 8%	8 5%	12 9%	26 5%	21 9%
1 to 24	63 6%	15 7%	13 6%	5 9%	10 10%	12 7%	34 10%	13 6%	13 7%	8 6%	24 5%	24 10%
Neutral	289 29%	22 10%	61 26%	13 23%	29 28%	92 51%	116 34%	27 13%	39 22%	21 16%	72 15%	68 28%
-1 to -24	34 3%	3 1%	14 6%	1 2%	2 2%	3 1%	14 4%	2 1%	9 5%	8 6%	17 4%	12 5%
-25 to -49	19 2%	- -	7 3%	2 4%	4 4%	- -	7 2%	2 1%	2 1%	7 5%	12 2%	7 3%
-50 to -74	57 6%	2 1%	19 8%	4 7%	8 8%	7 4%	21 6%	2 1%	13 7%	14 10%	32 7%	15 6%
-75 to -100	219 22%	- -	100 43%	4 8%	22 22%	26 14%	53 15%	5 3%	80 46%	35 26%	122 26%	39 16%
NET: Any negative	329 33%	5 2%	141 61%	12 21%	36 35%	35 19%	95 27%	11 5%	104 59%	63 48%	182 38%	73 31%
Mean	-3.73	59.67	-44.52	13.12	-10.64	-1.57	-2.47	51.24	-42.72	-16.71	-0.13	-2.61
Standard deviation	62.23	35.70	52.91	49.24	57.54	48.71	51.85	43.94	56.17	60.38	71.12	53.85
Standard error	1.96	2.31	3.47	6.64	5.90	3.57	2.82	2.90	4.05	5.47	3.24	3.53

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 11

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-The Labour Party**

**Base: All respondents**

	Gender		Age						Class				Region					NET: Eng-land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West		Scot-land
Unweighted base	1003	502	501	86	156	166	200	165	230	363	263	163	214	273	254	251	140	85	870
Weighted base	1003	491	512	120	171	169	178	148	218	271	279	216	237	273	260	241	143	87	867
NET: Any positive	388 39%	187 38%	200 39%	52 44%	73 43%	60 35%	59 33%	63 43%	81 37%	122 45%	106 38%	68 32%	92 39%	116 42%	93 36%	92 38%	56 39%	31 36%	341 39%
75 to 100	111 11%	48 10%	63 12%	12 10%	18 10%	20 12%	16 9%	16 11%	29 13%	30 11%	29 10%	20 9%	32 13%	32 12%	27 11%	29 12%	12 9%	10 11%	100 11%
50 to 74	124 12%	58 12%	66 13%	15 13%	25 14%	19 11%	20 11%	23 16%	22 10%	37 14%	36 13%	22 10%	28 12%	32 12%	30 11%	35 15%	20 14%	7 8%	109 13%
25 to 49	76 8%	39 8%	36 7%	12 10%	18 11%	9 5%	13 7%	9 6%	14 6%	28 10%	25 9%	10 5%	13 6%	28 10%	18 7%	12 5%	11 8%	7 8%	65 8%
1 to 24	78 8%	42 9%	36 7%	13 11%	12 7%	12 7%	10 6%	14 10%	16 7%	26 10%	16 6%	17 8%	19 8%	23 9%	18 7%	16 7%	13 9%	8 9%	67 8%
Neutral	303 30%	138 28%	165 32%	51 43%	60 35%	61 36%	58 33%	30 20%	42 19%	63 23%	92 33%	75 35%	72 30%	67 25%	85 33%	75 31%	48 34%	28 32%	257 30%
-1 to -24	33 3%	16 3%	18 3%	2 2%	5 3%	5 3%	7 4%	7 5%	7 3%	14 5%	10 4%	4 2%	5 2%	10 4%	5 2%	11 4%	3 2%	5 6%	27 3%
-25 to -49	24 2%	13 3%	12 2%	- -	6 4%	6 4%	3 2%	3 2%	6 3%	9 3%	3 1%	8 4%	4 2%	12 4%	5 2%	2 1%	4 2%	2 2%	21 2%
-50 to -74	64 6%	38 8%	26 5%	6 5%	12 7%	7 4%	12 7%	12 8%	15 7%	15 6%	19 7%	17 8%	12 5%	14 5%	16 6%	21 9%	9 7%	4 5%	54 6%
-75 to -100	191 19%	99 20%	92 18%	8 6%	15 9%	30 18%	40 22%	32 22%	67 31%	47 18%	49 18%	43 20%	52 22%	55 20%	56 22%	40 17%	23 16%	17 20%	167 19%
NET: Any negative	313 31%	165 34%	147 29%	16 13%	37 22%	48 28%	61 34%	55 37%	95 44%	86 32%	81 29%	73 34%	73 31%	90 33%	82 32%	74 31%	39 27%	28 32%	269 31%
Mean	-2.84	-5.72	-0.08	10.75	8.72	-1.85	-9.00	-4.64	-13.88	1.00	-1.60	-8.96	-3.12	-2.06	-6.48	-0.01	-1.23	-4.89	-2.34
Standard deviation	58.54	58.45	58.56	44.92	49.13	56.79	59.38	61.56	67.37	57.96	56.87	56.48	62.78	60.55	59.19	58.63	53.37	58.76	59.10
Standard error	1.85	2.61	2.62	4.84	3.93	4.41	4.20	4.79	4.44	3.04	3.51	4.42	4.29	3.66	3.71	3.70	4.51	6.37	2.00

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 11

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-The Labour Party**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1003	238	232	55	95	186	339	229	192	122	483	233
Weighted base	1003	220	231	58	103	181	347	211	176	133	474	239
NET: Any positive	388 39%	49 22%	192 83%	22 39%	29 28%	50 28%	141 41%	52 25%	130 74%	65 49%	220 46%	109 46%
75 to 100	111 11%	2 1%	89 38%	2 4%	4 4%	7 4%	27 8%	3 1%	62 35%	14 11%	79 17%	22 9%
50 to 74	124 12%	13 6%	66 29%	5 9%	6 6%	20 11%	36 10%	20 9%	42 24%	21 16%	74 16%	27 12%
25 to 49	76 8%	17 8%	17 8%	8 14%	11 11%	11 6%	42 12%	14 7%	11 6%	19 14%	30 6%	35 15%
1 to 24	78 8%	17 8%	20 9%	6 11%	7 7%	13 7%	36 11%	15 7%	15 9%	11 8%	37 8%	24 10%
Neutral	303 30%	51 23%	34 15%	17 30%	28 27%	89 49%	127 37%	41 20%	29 17%	28 21%	80 17%	76 32%
-1 to -24	33 3%	12 6%	2 1%	2 4%	2 2%	5 3%	11 3%	9 4%	5 3%	4 3%	19 4%	7 3%
-25 to -49	24 2%	8 4%	1 *	3 5%	3 3%	1 1%	10 3%	7 4%	* *	8 6%	13 3%	9 4%
-50 to -74	64 6%	32 15%	1 1%	3 5%	7 7%	7 4%	20 6%	29 14%	1 *	10 8%	42 9%	14 6%
-75 to -100	191 19%	67 30%	1 *	10 17%	34 33%	29 16%	38 11%	72 34%	11 6%	18 13%	102 21%	24 10%
NET: Any negative	313 31%	120 54%	5 2%	18 31%	46 45%	42 23%	78 23%	118 56%	17 10%	40 30%	175 37%	54 23%
Mean	-2.84	-31.22	53.83	-5.74	-26.20	-6.35	2.60	-32.25	42.75	4.19	0.29	6.29
Standard deviation	58.54	51.83	38.26	49.52	56.82	48.74	48.43	55.18	51.91	53.85	65.37	49.11
Standard error	1.85	3.36	2.51	6.68	5.83	3.57	2.63	3.65	3.75	4.88	2.97	3.22

## Ashcroft National Poll

### CATI Fieldwork : 10th - 12th April 2015

Absolutes/col percents

Table 12

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-The Liberal Democrats**

**Base: All respondents**

	Gender		Age							Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1003	502	501	86	156	166	200	165	230	363	263	163	214	273	254	251	140	85	870
Weighted base	1003	491	512	120	171	169	178	148	218	271	279	216	237	273	260	241	143	87	867
NET: Any positive	279	127	152	30	42	40	50	45	73	92	70	56	62	83	67	62	44	23	243
	28%	26%	30%	25%	25%	24%	28%	30%	34%	34%	25%	26%	26%	30%	26%	26%	31%	26%	28%
75 to 100	37	16	21	2	5	5	7	5	12	13	13	4	8	13	4	13	3	4	33
	4%	3%	4%	2%	3%	3%	4%	4%	6%	5%	5%	2%	3%	5%	2%	6%	2%	4%	4%
50 to 74	84	36	48	6	17	13	15	7	26	30	17	13	24	26	23	11	16	8	71
	8%	7%	9%	5%	10%	7%	8%	5%	12%	11%	6%	6%	10%	9%	9%	5%	11%	9%	8%
25 to 49	74	33	41	11	10	9	13	16	16	18	26	15	15	21	15	16	14	7	62
	7%	7%	8%	10%	6%	5%	7%	11%	7%	7%	9%	7%	6%	8%	6%	7%	10%	9%	7%
1 to 24	84	41	43	10	10	13	15	16	19	31	14	24	15	23	25	21	11	3	77
	8%	8%	8%	9%	6%	8%	9%	11%	9%	11%	5%	11%	6%	8%	10%	9%	8%	4%	9%
Neutral	362	174	188	61	75	74	67	38	47	91	104	83	84	97	93	92	47	33	312
	36%	36%	37%	51%	44%	44%	37%	26%	22%	34%	37%	38%	36%	35%	36%	38%	33%	38%	36%
-1 to -24	49	29	20	7	13	8	6	7	9	15	18	5	11	16	7	6	15	5	40
	5%	6%	4%	6%	7%	5%	3%	5%	4%	5%	6%	3%	5%	6%	3%	3%	11%	5%	5%
-25 to -49	19	11	8	-	3	5	3	4	5	6	5	5	4	2	7	4	3	3	16
	2%	2%	2%	-	2%	3%	1%	3%	2%	2%	2%	2%	1%	1%	3%	2%	2%	3%	2%
-50 to -74	83	48	35	9	17	10	11	15	20	22	27	19	15	13	31	20	12	7	73
	8%	10%	7%	8%	10%	6%	6%	10%	9%	8%	10%	9%	6%	5%	12%	8%	8%	9%	8%
-75 to -100	210	101	110	13	21	32	43	39	64	46	55	48	61	62	56	56	20	16	183
	21%	20%	21%	11%	12%	19%	24%	26%	29%	17%	20%	22%	26%	23%	21%	23%	14%	18%	21%
NET: Any negative	362	189	172	29	54	55	62	65	97	88	105	78	91	94	100	86	51	31	312
	36%	39%	34%	24%	32%	32%	35%	44%	45%	33%	38%	36%	38%	34%	39%	36%	36%	35%	36%
Mean	-14.63	-16.06	-13.26	-6.39	-8.18	-13.85	-15.64	-21.43	-19.38	-7.97	-14.57	-18.87	-18.46	-13.13	-18.71	-17.17	-7.47	-11.84	-14.79
Standard deviation	51.98	50.81	53.09	39.98	46.01	48.87	52.60	53.80	61.31	50.96	50.94	50.09	55.46	54.23	50.12	53.97	46.94	52.03	52.18
Standard error	1.64	2.27	2.37	4.31	3.68	3.79	3.72	4.19	4.04	2.67	3.14	3.92	3.79	3.28	3.14	3.41	3.97	5.64	1.77

## Ashcroft National Poll

### CATI Fieldwork : 10th - 12th April 2015

Absolutes/col percents

Table 12

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-The Liberal Democrats**

**Base: All respondents**

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1003	238	232	55	95	186	339	229	192	122	483	233
Weighted base	1003	220	231	58	103	181	347	211	176	133	474	239
NET: Any positive	279 28%	66 30%	65 28%	48 83%	27 26%	35 19%	110 32%	61 29%	57 32%	64 49%	150 32%	86 36%
75 to 100	37 4%	5 2%	4 2%	19 33%	1 1%	4 2%	6 2%	7 3%	3 2%	16 12%	26 5%	4 2%
50 to 74	84 8%	20 9%	23 10%	16 27%	3 3%	9 5%	24 7%	17 8%	18 10%	17 12%	51 11%	22 9%
25 to 49	74 7%	19 9%	17 7%	12 21%	5 5%	10 5%	44 13%	16 8%	16 9%	19 14%	30 6%	34 14%
1 to 24	84 8%	22 10%	21 9%	1 2%	18 18%	12 7%	36 10%	22 10%	19 11%	13 10%	43 9%	26 11%
Neutral	362 36%	51 23%	83 36%	7 12%	34 33%	97 54%	133 38%	52 25%	51 29%	24 18%	127 27%	79 33%
-1 to -24	49 5%	18 8%	10 5%	- -	3 3%	8 4%	21 6%	11 5%	9 5%	10 7%	26 5%	14 6%
-25 to -49	19 2%	5 2%	5 2%	1 1%	1 1%	3 2%	8 2%	7 3%	5 3%	4 3%	8 2%	7 3%
-50 to -74	83 8%	31 14%	25 11%	1 2%	6 5%	11 6%	22 6%	24 12%	16 9%	13 10%	53 11%	16 7%
-75 to -100	210 21%	49 22%	44 19%	1 2%	33 32%	28 15%	52 15%	55 26%	39 22%	18 14%	112 24%	37 15%
NET: Any negative	362 36%	103 47%	84 36%	3 5%	42 41%	49 27%	103 30%	98 46%	68 39%	44 33%	197 42%	73 31%
Mean	-14.63	-20.69	-14.88	49.88	-27.95	-11.25	-8.65	-21.92	-15.60	4.36	-15.89	-7.49
Standard deviation	51.98	51.50	49.98	41.72	51.54	43.56	45.60	54.18	52.35	55.13	56.15	47.65
Standard error	1.64	3.34	3.28	5.63	5.29	3.19	2.48	3.58	3.78	4.99	2.56	3.12

## Ashcroft National Poll

### CATI Fieldwork : 10th - 12th April 2015

Absolutes/col percents

Table 13

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-The UK Independence Party (UKIP)**

**Base: All respondents**

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1003	502	501	86	156	166	200	165	230	363	263	163	214	273	254	251	140	85	870
Weighted base	1003	491	512	120	171	169	178	148	218	271	279	216	237	273	260	241	143	87	867
NET: Any positive	269 27%	153 31%	116 23%	18 15%	31 18%	50 30%	51 29%	46 31%	73 33%	58 21%	82 29%	57 26%	72 30%	64 23%	79 30%	64 26%	45 32%	17 20%	237 27%
75 to 100	83 8%	52 11%	30 6%	8 7%	8 5%	8 5%	13 7%	11 8%	34 16%	13 5%	21 8%	20 9%	28 12%	18 7%	26 10%	23 9%	10 7%	6 7%	74 9%
50 to 74	68 7%	33 7%	35 7%	4 4%	7 4%	21 12%	15 9%	8 6%	12 5%	14 5%	25 9%	16 7%	14 6%	13 5%	26 10%	14 6%	12 9%	3 3%	59 7%
25 to 49	43 4%	21 4%	22 4%	- -	6 4%	7 4%	9 5%	11 8%	10 4%	10 4%	10 4%	11 5%	11 5%	15 5%	11 4%	6 3%	8 5%	3 4%	37 4%
1 to 24	76 8%	46 9%	30 6%	5 4%	10 6%	14 8%	14 8%	15 10%	17 8%	20 8%	25 9%	11 5%	19 8%	18 7%	16 6%	21 9%	15 10%	5 6%	67 8%
Neutral	268 27%	123 25%	145 28%	34 28%	49 29%	50 30%	49 27%	33 22%	54 25%	55 20%	69 25%	67 31%	76 32%	68 25%	77 30%	67 28%	33 23%	23 27%	232 27%
-1 to -24	21 2%	10 2%	11 2%	1 1%	- -	6 3%	5 3%	4 3%	5 2%	5 2%	5 2%	6 3%	5 2%	3 1%	5 2%	4 2%	4 3%	5 6%	15 2%
-25 to -49	11 1%	7 1%	4 1%	3 2%	2 1%	1 1%	2 1%	1 1%	3 1%	5 2%	4 1%	1 1%	1 *	4 1%	1 *	4 2%	1 1%	1 1%	10 1%
-50 to -74	78 8%	32 7%	46 9%	10 8%	22 13%	5 3%	16 9%	13 9%	13 6%	24 9%	17 6%	22 10%	15 6%	20 7%	22 8%	17 7%	12 9%	7 8%	67 8%
-75 to -100	355 35%	165 34%	190 37%	54 45%	68 40%	56 33%	55 31%	52 35%	70 32%	123 46%	102 37%	63 29%	67 28%	115 42%	76 29%	84 35%	47 33%	33 38%	307 35%
NET: Any negative	466 46%	215 44%	251 49%	68 57%	91 53%	68 41%	78 44%	69 47%	91 42%	158 58%	128 46%	92 42%	88 37%	142 52%	104 40%	110 46%	64 45%	46 53%	398 46%
Mean	-25.99	-20.67	-31.09	-40.68	-36.67	-21.71	-22.05	-26.28	-15.91	-40.51	-25.38	-19.76	-15.77	-34.09	-17.09	-25.14	-23.90	-32.98	-25.40
Standard deviation	63.15	65.16	60.79	60.70	58.16	61.20	62.32	62.33	68.72	60.33	63.90	62.25	63.60	62.22	63.95	63.97	61.61	61.28	63.44
Standard error	1.99	2.91	2.72	6.55	4.66	4.75	4.41	4.85	4.53	3.17	3.94	4.88	4.35	3.77	4.01	4.04	5.21	6.65	2.15

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 13

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-The UK Independence Party (UKIP)**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1003	238	232	55	95	186	339	229	192	122	483	233
Weighted base	1003	220	231	58	103	181	347	211	176	133	474	239
NET: Any positive	269 27%	68 31%	31 13%	15 25%	92 90%	34 18%	96 28%	78 37%	40 23%	35 26%	146 31%	76 32%
75 to 100	83 8%	10 5%	3 1%	4 7%	46 44%	11 6%	17 5%	26 13%	10 6%	5 4%	53 11%	12 5%
50 to 74	68 7%	18 8%	7 3%	3 6%	25 24%	8 4%	31 9%	22 10%	8 5%	10 7%	28 6%	28 12%
25 to 49	43 4%	17 8%	6 3%	2 3%	10 9%	5 3%	17 5%	13 6%	6 3%	5 3%	24 5%	14 6%
1 to 24	76 8%	22 10%	15 7%	6 10%	12 12%	10 5%	32 9%	16 8%	16 9%	15 11%	40 9%	22 9%
Neutral	268 27%	46 21%	56 24%	11 19%	10 10%	68 38%	79 23%	47 22%	32 18%	14 10%	97 20%	46 19%
-1 to -24	21 2%	5 2%	5 2%	1 1%	- -	3 2%	6 2%	5 2%	7 4%	1 *	12 2%	5 2%
-25 to -49	11 1%	2 1%	4 2%	- -	- -	5 3%	8 2%	3 1%	3 2%	2 2%	2 1%	4 2%
-50 to -74	78 8%	23 11%	18 8%	8 14%	* *	17 10%	41 12%	19 9%	13 7%	15 12%	32 7%	25 11%
-75 to -100	355 35%	76 35%	117 51%	23 40%	- -	54 30%	117 34%	60 28%	81 46%	66 50%	186 39%	83 35%
NET: Any negative	466 46%	106 48%	144 62%	32 55%	* *	80 44%	172 50%	86 41%	104 59%	84 64%	232 49%	117 49%
Mean	-25.99	-27.85	-50.63	-34.60	59.31	-26.14	-28.05	-12.88	-40.66	-45.46	-26.31	-25.97
Standard deviation	63.15	59.80	53.77	61.59	37.04	57.41	60.19	65.69	61.98	60.83	67.19	62.36
Standard error	1.99	3.88	3.53	8.31	3.80	4.21	3.27	4.34	4.47	5.51	3.06	4.09



**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 14

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-Nigel Farage, the UKIP leader**

**Base: All respondents**

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Unweighted base	1003	502	501	86	156	166	200	165	230	363	263	163	214	273	254	251	140	85	870
Weighted base	1003	491	512	120	171	169	178	148	218	271	279	216	237	273	260	241	143	87	867
NET: Any positive	264 26%	160 33%	104 20%	13 11%	31 18%	42 25%	52 29%	47 32%	79 36%	62 23%	77 28%	56 26%	69 29%	67 25%	75 29%	64 27%	43 30%	16 18%	237 27%
75 to 100	94 9%	61 12%	33 7%	5 4%	9 5%	13 8%	18 10%	13 9%	37 17%	19 7%	23 8%	19 9%	33 14%	21 8%	28 11%	26 11%	10 7%	8 9%	82 9%
50 to 74	70 7%	39 8%	31 6%	6 5%	11 6%	12 7%	14 8%	8 5%	20 9%	19 7%	20 7%	17 8%	14 6%	22 8%	25 10%	12 5%	10 7%	1 1%	67 8%
25 to 49	35 4%	24 5%	11 2%	1 1%	4 2%	4 2%	9 5%	9 6%	8 4%	10 4%	11 4%	8 4%	7 3%	7 2%	8 3%	9 4%	9 6%	2 3%	31 4%
1 to 24	64 6%	37 7%	28 5%	1 1%	8 4%	13 7%	11 6%	17 12%	14 7%	15 5%	23 8%	12 6%	15 6%	17 6%	13 5%	17 7%	13 9%	4 5%	56 6%
Neutral	269 27%	123 25%	146 29%	39 33%	51 30%	48 29%	50 28%	31 21%	50 23%	54 20%	79 28%	57 26%	79 33%	68 25%	77 29%	66 27%	35 25%	24 28%	233 27%
-1 to -24	28 3%	13 3%	15 3%	1 1%	1 1%	4 3%	7 4%	6 4%	7 3%	12 4%	4 2%	4 2%	8 3%	8 3%	7 3%	8 3%	2 1%	4 4%	23 3%
-25 to -49	13 1%	9 2%	4 1%	- -	2 1%	5 3%	2 1%	2 1%	2 1%	4 1%	3 1%	4 2%	2 1%	3 1%	1 *	3 1%	2 2%	4 4%	10 1%
-50 to -74	64 6%	27 5%	37 7%	7 5%	17 10%	9 5%	8 5%	13 9%	11 5%	19 7%	13 5%	20 9%	12 5%	17 6%	19 7%	13 5%	10 7%	6 7%	53 6%
-75 to -100	364 36%	158 32%	206 40%	60 50%	69 40%	60 36%	59 33%	48 33%	68 31%	121 44%	102 36%	75 35%	67 28%	111 41%	82 32%	87 36%	51 36%	34 39%	312 36%
NET: Any negative	469 47%	207 42%	262 51%	68 56%	89 52%	78 46%	77 43%	70 47%	89 41%	155 57%	123 44%	103 48%	89 38%	138 51%	108 42%	111 46%	65 46%	47 54%	398 46%
Mean	-25.49	-17.13	-33.49	-43.93	-35.23	-25.90	-20.63	-24.56	-12.01	-36.27	-24.70	-25.83	-13.76	-30.52	-18.48	-24.46	-25.60	-33.27	-24.40
Standard deviation	64.48	66.30	61.70	57.22	59.78	62.90	65.45	62.42	70.44	63.61	63.50	64.63	64.79	63.62	65.37	65.62	63.01	62.93	64.61
Standard error	2.04	2.96	2.76	6.17	4.79	4.88	4.63	4.86	4.64	3.34	3.92	5.06	4.43	3.85	4.10	4.14	5.33	6.83	2.19

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 14

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-Nigel Farage, the UKIP leader**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1003	238	232	55	95	186	339	229	192	122	483	233
Weighted base	1003	220	231	58	103	181	347	211	176	133	474	239
NET: Any positive	264 26%	69 31%	29 13%	14 24%	86 84%	35 19%	86 25%	78 37%	34 19%	38 29%	151 32%	66 28%
75 to 100	94 9%	11 5%	2 1%	4 7%	53 51%	12 7%	21 6%	27 13%	11 6%	9 7%	60 13%	16 7%
50 to 74	70 7%	22 10%	7 3%	4 7%	21 20%	11 6%	35 10%	23 11%	9 5%	14 10%	29 6%	29 12%
25 to 49	35 4%	14 6%	8 3%	2 3%	4 4%	6 3%	13 4%	13 6%	3 2%	5 4%	18 4%	10 4%
1 to 24	64 6%	22 10%	11 5%	4 8%	9 9%	6 4%	17 5%	16 8%	11 7%	10 8%	44 9%	11 5%
Neutral	269 27%	50 23%	55 24%	13 22%	12 12%	71 39%	81 23%	44 21%	33 19%	14 10%	98 21%	48 20%
-1 to -24	28 3%	11 5%	5 2%	1 2%	1 1%	4 2%	11 3%	13 6%	5 3%	3 2%	14 3%	9 4%
-25 to -49	13 1%	- -	3 1%	2 4%	- -	4 2%	7 2%	1 1%	3 2%	5 4%	6 1%	4 1%
-50 to -74	64 6%	14 6%	16 7%	7 13%	- -	14 8%	29 8%	10 5%	14 8%	11 8%	28 6%	16 7%
-75 to -100	364 36%	76 35%	123 53%	20 35%	4 4%	54 30%	134 39%	64 30%	87 49%	62 47%	178 37%	96 40%
NET: Any negative	469 47%	101 46%	147 64%	31 54%	4 4%	76 42%	180 52%	89 42%	109 62%	81 61%	226 48%	125 52%
Mean	-25.49	-25.00	-52.53	-30.00	58.35	-24.01	-30.12	-12.74	-44.50	-37.71	-23.46	-29.09
Standard deviation	64.48	61.34	53.46	60.56	47.06	57.40	62.64	67.00	62.33	65.66	68.24	64.97
Standard error	2.04	3.98	3.51	8.17	4.83	4.21	3.40	4.43	4.50	5.94	3.11	4.26

## Ashcroft National Poll

### CATI Fieldwork : 10th - 12th April 2015

Absolutes/col percents

Table 15

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-George Osborne, the Chancellor**

**Base: All respondents**

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Unweighted base	1003	502	501	86	156	166	200	165	230	363	263	163	214	273	254	251	140	85	870
Weighted base	1003	491	512	120	171	169	178	148	218	271	279	216	237	273	260	241	143	87	867
NET: Any positive	319	169	150	16	36	38	55	59	115	100	84	58	78	96	90	69	45	19	286
	32%	35%	29%	13%	21%	23%	31%	40%	53%	37%	30%	27%	33%	35%	35%	29%	32%	22%	33%
75 to 100	105	51	54	-	5	8	15	21	55	27	25	20	32	32	29	22	13	9	92
	10%	10%	10%	-	3%	5%	8%	14%	25%	10%	9%	9%	14%	12%	11%	9%	9%	10%	11%
50 to 74	93	47	46	7	9	12	18	14	33	39	19	18	17	28	28	20	13	3	82
	9%	10%	9%	6%	5%	7%	10%	10%	15%	14%	7%	8%	7%	10%	11%	8%	9%	4%	9%
25 to 49	48	36	13	3	13	10	7	9	8	14	19	8	7	17	13	11	6	1	47
	5%	7%	2%	2%	8%	6%	4%	6%	3%	5%	7%	4%	3%	6%	5%	5%	5%	1%	5%
1 to 24	74	36	38	6	9	9	15	15	20	19	21	12	21	19	19	16	13	6	65
	7%	7%	7%	5%	5%	5%	9%	10%	9%	7%	8%	6%	9%	7%	7%	7%	9%	7%	8%
Neutral	372	155	218	69	85	71	66	38	43	76	111	98	88	102	94	94	51	31	321
	37%	32%	43%	58%	50%	42%	37%	26%	20%	28%	40%	45%	37%	37%	36%	39%	36%	36%	37%
-1 to -24	32	19	13	3	5	8	8	4	4	12	11	5	5	4	7	8	9	4	26
	3%	4%	3%	3%	3%	5%	5%	3%	2%	4%	4%	2%	2%	2%	3%	3%	6%	5%	3%
-25 to -49	19	11	8	4	3	4	3	2	3	8	6	1	3	8	3	3	4	-	16
	2%	2%	2%	3%	2%	2%	2%	1%	1%	3%	2%	1%	1%	3%	1%	1%	3%	-	2%
-50 to -74	58	33	25	5	11	8	13	12	9	21	15	16	6	12	15	13	11	8	44
	6%	7%	5%	4%	7%	5%	7%	8%	4%	8%	5%	7%	3%	4%	6%	5%	8%	9%	5%
-75 to -100	202	104	99	23	31	39	33	33	44	55	51	39	58	51	52	54	22	24	174
	20%	21%	19%	19%	18%	23%	19%	22%	20%	20%	18%	18%	24%	19%	20%	22%	16%	27%	20%
NET: Any negative	311	167	144	35	50	60	57	50	60	95	84	61	71	75	76	78	46	36	259
	31%	34%	28%	29%	29%	35%	32%	34%	27%	35%	30%	28%	30%	27%	29%	32%	32%	42%	30%
Mean	-6.64	-7.34	-5.98	-17.47	-13.15	-15.76	-8.02	-4.80	11.34	-5.29	-7.50	-6.42	-7.39	-2.42	-3.68	-10.57	-5.83	-19.28	-5.59
Standard deviation	57.47	58.88	56.15	43.69	47.34	54.05	54.73	62.42	68.04	58.94	53.79	54.39	62.82	57.34	58.53	57.92	52.52	60.04	57.49
Standard error	1.81	2.63	2.51	4.71	3.79	4.19	3.87	4.86	4.49	3.09	3.32	4.26	4.29	3.47	3.67	3.66	4.44	6.51	1.95

## Ashcroft National Poll

### CATI Fieldwork : 10th - 12th April 2015

Absolutes/col percents

Table 15

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-George Osborne, the Chancellor**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1003	238	232	55	95	186	339	229	192	122	483	233
Weighted base	1003	220	231	58	103	181	347	211	176	133	474	239
NET: Any positive	319 32%	145 66%	37 16%	31 53%	39 37%	45 25%	102 29%	144 68%	38 22%	48 36%	191 40%	76 32%
75 to 100	105 10%	60 27%	8 3%	9 15%	7 7%	16 9%	20 6%	61 29%	5 3%	15 11%	74 16%	13 5%
50 to 74	93 9%	42 19%	11 5%	8 15%	15 14%	12 6%	30 9%	44 21%	14 8%	9 7%	56 12%	23 10%
25 to 49	48 5%	24 11%	5 2%	5 9%	5 5%	6 3%	17 5%	20 9%	4 2%	14 10%	29 6%	12 5%
1 to 24	74 7%	19 9%	13 6%	9 15%	12 12%	11 6%	35 10%	19 9%	15 9%	10 8%	32 7%	28 12%
Neutral	372 37%	61 28%	67 29%	18 31%	31 30%	96 53%	148 43%	48 23%	40 23%	31 23%	122 26%	93 39%
-1 to -24	32 3%	3 1%	15 7%	1 1%	4 4%	3 2%	16 5%	4 2%	11 6%	7 5%	16 3%	13 5%
-25 to -49	19 2%	- -	6 3%	3 5%	1 1%	6 3%	7 2%	1 *	3 2%	7 5%	8 2%	5 2%
-50 to -74	58 6%	3 2%	21 9%	4 7%	9 9%	8 5%	21 6%	5 2%	20 11%	11 8%	31 7%	14 6%
-75 to -100	202 20%	7 3%	86 37%	1 3%	20 19%	24 13%	52 15%	9 4%	64 36%	30 22%	106 22%	38 16%
NET: Any negative	311 31%	14 6%	128 55%	9 16%	33 32%	41 22%	96 28%	19 9%	98 56%	54 41%	161 34%	70 29%
Mean	-6.64	35.99	-35.84	17.26	-6.56	-2.31	-6.10	36.74	-33.44	-10.46	-2.63	-6.67
Standard deviation	57.47	45.00	55.12	43.66	56.76	49.08	48.40	47.92	57.00	59.46	64.43	48.84
Standard error	1.81	2.92	3.62	5.89	5.82	3.60	2.63	3.17	4.11	5.38	2.93	3.20

## Ashcroft National Poll

### CATI Fieldwork : 10th - 12th April 2015

Absolutes/col percents

Table 16

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-Ed Balls, the Shadow Chancellor**

**Base: All respondents**

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1003	502	501	86	156	166	200	165	230	363	263	163	214	273	254	251	140	85	870
Weighted base	1003	491	512	120	171	169	178	148	218	271	279	216	237	273	260	241	143	87	867
NET: Any positive	246 25%	119 24%	126 25%	20 17%	34 20%	27 16%	45 25%	55 37%	65 30%	81 30%	64 23%	39 18%	62 26%	69 25%	62 24%	56 23%	39 27%	20 23%	217 25%
75 to 100	50 5%	18 4%	31 6%	2 1%	5 3%	5 3%	5 3%	8 6%	25 12%	5 2%	15 5%	9 4%	21 9%	14 5%	11 4%	9 4%	7 5%	9 11%	41 5%
50 to 74	76 8%	35 7%	41 8%	7 6%	7 4%	11 6%	16 9%	18 12%	16 7%	32 12%	15 5%	16 7%	13 6%	23 8%	22 8%	17 7%	11 7%	4 4%	70 8%
25 to 49	38 4%	25 5%	13 3%	5 4%	11 7%	4 2%	7 4%	5 4%	5 3%	18 7%	12 4%	3 2%	4 2%	6 2%	9 4%	14 6%	6 4%	3 3%	33 4%
1 to 24	82 8%	42 8%	40 8%	7 6%	11 6%	7 4%	17 10%	23 15%	18 8%	25 9%	22 8%	11 5%	23 10%	27 10%	21 8%	16 7%	15 11%	4 4%	74 9%
Neutral	411 41%	179 37%	231 45%	81 67%	93 54%	82 49%	68 38%	38 26%	49 23%	85 31%	129 46%	98 45%	99 42%	117 43%	112 43%	103 43%	49 34%	31 35%	364 42%
-1 to -24	60 6%	41 8%	20 4%	6 5%	13 8%	9 6%	12 7%	7 5%	12 5%	20 7%	15 5%	17 8%	9 4%	12 4%	12 4%	15 6%	14 10%	7 8%	49 6%
-25 to -49	17 2%	12 2%	5 1%	1 1%	- -	5 3%	3 2%	4 3%	5 2%	7 3%	4 1%	3 1%	3 1%	5 2%	3 1%	4 2%	4 3%	2 2%	13 2%
-50 to -74	63 6%	37 8%	26 5%	3 3%	11 7%	8 5%	14 8%	12 8%	15 7%	21 8%	17 6%	14 7%	11 5%	15 5%	14 5%	15 6%	13 9%	6 7%	51 6%
-75 to -100	206 21%	102 21%	104 20%	9 7%	20 11%	37 22%	35 20%	32 22%	73 33%	58 21%	51 18%	45 21%	52 22%	56 21%	57 22%	48 20%	24 16%	22 25%	173 20%
NET: Any negative	347 35%	192 39%	155 30%	19 16%	44 26%	59 35%	64 36%	55 38%	104 48%	106 39%	87 31%	79 36%	75 32%	88 32%	86 33%	82 34%	55 39%	36 42%	286 33%
Mean	-13.92	-16.29	-11.65	-3.02	-8.33	-18.23	-14.92	-11.90	-21.48	-15.33	-12.37	-16.53	-11.74	-13.20	-15.15	-13.68	-12.29	-15.79	-12.98
Standard deviation	52.15	51.02	53.16	33.29	41.09	49.30	50.16	57.00	65.86	51.39	49.95	50.56	56.95	52.49	52.61	50.65	49.23	59.11	51.66
Standard error	1.65	2.28	2.37	3.59	3.29	3.83	3.55	4.44	4.34	2.70	3.08	3.96	3.89	3.18	3.30	3.20	4.16	6.41	1.75

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 16

**Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...**

**-Ed Balls, the Shadow Chancellor**

**Base: All respondents**

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1003	238	232	55	95	186	339	229	192	122	483	233
Weighted base	1003	220	231	58	103	181	347	211	176	133	474	239
NET: Any positive	246 25%	44 20%	107 46%	18 32%	19 18%	31 17%	83 24%	45 21%	83 47%	49 37%	147 31%	63 27%
75 to 100	50 5%	5 2%	29 12%	2 3%	4 4%	6 3%	17 5%	8 4%	22 13%	8 6%	27 6%	15 6%
50 to 74	76 8%	14 6%	35 15%	4 7%	6 6%	10 6%	20 6%	14 7%	31 18%	14 10%	51 11%	15 6%
25 to 49	38 4%	7 3%	16 7%	6 10%	2 2%	4 2%	15 4%	5 3%	10 5%	11 9%	22 5%	13 5%
1 to 24	82 8%	18 8%	28 12%	7 12%	6 6%	12 6%	31 9%	18 9%	21 12%	16 12%	47 10%	21 9%
Neutral	411 41%	57 26%	90 39%	19 33%	41 40%	104 58%	162 47%	48 23%	54 31%	39 30%	143 30%	101 42%
-1 to -24	60 6%	19 9%	10 4%	6 11%	4 4%	7 4%	25 7%	17 8%	12 7%	12 9%	33 7%	20 9%
-25 to -49	17 2%	3 1%	1 *	3 5%	2 2%	4 2%	9 3%	4 2%	- -	6 5%	5 1%	7 3%
-50 to -74	63 6%	27 12%	7 3%	2 3%	7 7%	8 4%	20 6%	23 11%	9 5%	6 4%	35 7%	16 6%
-75 to -100	206 21%	70 32%	17 7%	9 16%	29 29%	28 15%	47 14%	73 35%	18 10%	21 16%	112 24%	31 13%
NET: Any negative	347 35%	119 54%	35 15%	20 35%	43 42%	46 25%	101 29%	118 56%	39 22%	44 33%	185 39%	74 31%
Mean	-13.92	-31.78	13.94	-11.17	-24.86	-10.69	-8.00	-33.35	11.01	-4.80	-14.59	-6.64
Standard deviation	52.15	53.51	48.13	46.96	54.94	44.31	45.72	56.29	53.30	50.69	56.67	47.37
Standard error	1.65	3.47	3.16	6.33	5.64	3.25	2.48	3.72	3.85	4.59	2.58	3.10

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 17

**Q6. Thinking about the coalition government since 2010, made up of Conservatives and Liberal Democrats, do you think the Liberal Democrats have had too much influence over the decisions of the government, or not enough influence, or about the right amount of influence?**

**Base: All respondents**

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Unweighted base	1003	502	501	86	156	166	200	165	230	363	263	163	214	273	254	251	140	85	870
Weighted base	1003	491	512	120	171	169	178	148	218	271	279	216	237	273	260	241	143	87	867
The Lib Dems seem to have too much influence within the coalition government	119 12%	69 14%	50 10%	12 10%	14 8%	5 3%	23 13%	18 12%	47 22%	37 14%	22 8%	25 12%	35 15%	30 11%	26 10%	36 15%	15 11%	11 13%	101 12%
The Lib Dems seem to have the right amount of influence within the coalition government	322 32%	181 37%	142 28%	39 33%	63 37%	43 25%	58 32%	48 33%	71 33%	91 34%	98 35%	63 29%	70 30%	93 34%	83 32%	82 34%	42 29%	23 27%	285 33%
The Lib Dems do not seem to have enough influence within the coalition government	435 43%	200 41%	235 46%	46 39%	70 41%	93 55%	78 44%	66 45%	82 37%	125 46%	123 44%	95 44%	92 39%	122 45%	113 44%	93 38%	68 48%	39 45%	373 43%
Don't know	127 13%	41 8%	86 17%	22 18%	24 14%	28 17%	19 11%	15 10%	18 8%	18 7%	36 13%	33 15%	40 17%	29 11%	37 14%	31 13%	18 12%	13 15%	108 12%

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 17

**Q6. Thinking about the coalition government since 2010, made up of Conservatives and Liberal Democrats, do you think the Liberal Democrats have had too much influence over the decisions of the government, or not enough influence, or about the right amount of influence?**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1003	238	232	55	95	186	339	229	192	122	483	233
Weighted base	1003	220	231	58	103	181	347	211	176	133	474	239
The Lib Dems seem to have too much influence within the coalition government	119 12%	48 22%	17 7%	1 2%	23 22%	15 9%	34 10%	53 25%	17 10%	2 2%	75 16%	24 10%
The Lib Dems seem to have the right amount of influence within the coalition government	322 32%	115 52%	48 21%	24 41%	32 31%	51 28%	122 35%	106 50%	41 23%	35 27%	155 33%	89 37%
The Lib Dems do not seem to have enough influence within the coalition government	435 43%	54 25%	150 65%	31 54%	43 41%	68 37%	156 45%	48 23%	112 64%	92 69%	223 47%	113 47%
Don't know	127 13%	4 2%	17 7%	1 2%	5 5%	47 26%	35 10%	4 2%	6 4%	3 2%	22 5%	12 5%



**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 18

**Q7. Overall, would you say Britain is going in the right direction, or the wrong direction?****Base: All respondents**

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1003	502	501	86	156	166	200	165	230	363	263	163	214	273	254	251	140	85	870
Weighted base	1003	491	512	120	171	169	178	148	218	271	279	216	237	273	260	241	143	87	867
Right direction	483	255	228	45	74	79	80	73	132	149	143	91	101	153	126	105	65	34	426
	48%	52%	45%	38%	43%	47%	45%	50%	61%	55%	51%	42%	42%	56%	49%	44%	46%	39%	49%
Wrong direction	453	212	241	66	87	77	84	66	72	107	117	108	121	101	117	119	67	49	384
	45%	43%	47%	56%	51%	46%	47%	45%	33%	39%	42%	50%	51%	37%	45%	50%	47%	56%	44%
Don't know	67	24	43	8	10	13	15	8	14	16	20	17	15	19	17	16	11	4	57
	7%	5%	8%	7%	6%	7%	8%	5%	6%	6%	7%	8%	7%	7%	6%	7%	8%	5%	7%

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 18

**Q7. Overall, would you say Britain is going in the right direction, or the wrong direction?**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1003	238	232	55	95	186	339	229	192	122	483	233
Weighted base	1003	220	231	58	103	181	347	211	176	133	474	239
Right direction	483	185	64	42	35	83	169	163	52	75	243	121
	48%	84%	28%	73%	34%	46%	49%	78%	30%	56%	51%	50%
Wrong direction	453	29	156	13	63	71	157	43	113	54	210	110
	45%	13%	67%	22%	61%	39%	45%	20%	64%	40%	44%	46%
Don't know	67	6	11	3	5	27	20	5	11	4	22	9
	7%	3%	5%	5%	5%	15%	6%	2%	6%	3%	5%	4%

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 19  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Yes	645 64%	612 61%
No	358 36%	391 39%

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 20  
**Is the house or flat in which you live...?**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
NET: Owners	684 68%	652 65%
Owned outright - without mortgage	324 32%	331 33%
Owned with a mortgage or loan	360 36%	321 32%
NET: Renters	301 30%	333 33%
Rented from the council	95 9%	141 14%
Rented from a housing association	63 6%	59 6%
Rented from someone else	143 14%	134 13%
Rent free	18 2%	18 2%

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 21  
**How many cars are there in your household?**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
None	190 19%	211 21%
1	388 39%	421 42%
2	310 31%	281 28%
3+	115 11%	90 9%
Mean	1.46	1.35
Standard deviation	1.66	1.59
Standard error	0.05	0.05

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 22  
**Current working status**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
NET: Working	626 62%	561 56%
Working full time - working 30 hours per week or more	485 48%	441 44%
Working part time - working between 8 and 29 hours per week	141 14%	120 12%
NET: Not Working	377 38%	442 44%
Not working but seeking work or temporarily unemployed or sick	50 5%	71 7%
Not working and not seeking work/ student	53 5%	81 8%
Retired on a state pension only	86 9%	89 9%
Retired with a private pension	162 16%	163 16%
House person, housewife, househusband, etc.	26 3%	37 4%

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 23  
**SEG**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
NET: AB	363 36%	268 27%
A	124 12%	91 9%
B	239 24%	177 18%
C1	263 26%	278 28%
C2	163 16%	218 22%
D	91 9%	95 9%
E	123 12%	144 14%
NET: DE	214 21%	238 24%

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 24  
**Age**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
18-24	86 9%	119 12%
25-34	156 16%	169 17%
35-44	166 17%	169 17%
45-54	200 20%	179 18%
55-64	165 16%	149 15%
65 or older	230 23%	219 22%
Average age	48.64	47.02



**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 25  
**Gender**  
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Male	502 50%	491 49%
Female	501 50%	512 51%

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 26  
**Region**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
Scotland	85 8%	90 9%
North East	36 4%	40 4%
North West	116 12%	110 11%
Yorkshire & Humberside	99 10%	90 9%
West Midlands	92 9%	90 9%
East Midlands	64 6%	70 7%
Wales	48 5%	50 5%
Eastern	98 10%	100 10%
London	125 12%	130 13%
South East	148 15%	140 14%
South West	92 9%	90 9%

**Ashcroft National Poll**  
**CATI Fieldwork : 10th - 12th April 2015**

Absolutes/col percents

Table 27

**Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?  
 And which party did you vote for in the general election in May 2010?**

**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Conservative	229 23%	211 21%
Labour	192 19%	176 18%
Liberal Democrat	122 12%	133 13%
Another party	63 6%	57 6%
Didn't vote	290 29%	316 32%
Refused	51 5%	47 5%
Don't know	56 6%	63 6%